Pathmark Stores Inc.
RJR Contract Implementation
March 1997

Division	Store Number	Location	Completed	Notes Regarding Problems Encountered With Implementation
1226	112	Jersey City	X	
1226	125	Belleville		Wrong planogram
1226	155	N. Hackensack		No PM Pack Fixture- cartons reset
1226	178	Weehawkin		Wrong planogram
1226	189	Kearny		No PM Pack Fixture- cartons reset
1226	194	Bergenfield	X	
1330	282	Parsippany		Wrong planogram
1330	286	Lake Hopatcong		Wrong planogram
1330	289	Randolph	X	
1226	299	Ramsey	X	
1330	421	Plainfield		Packs done. Wrong carton planogram
1226	450	Garwood	X	
1226	452	Union		Wrong plangram
1226	512	Linden	X	
1332	524	Bethlehem		Wrong planogram
1332	524	Bethlehem		Wrong planogram. Missing sections of fixture
1330	525	Ewing	X	
1334	526	Cherry Hill		Future reset (waiting for PM fixtures)
1334	526	Edgewater Park	X	
1330	527	Middletown		Packs done. Wrong carton planogram
1332	528	Wyncote		Missing sections of PM carton fixture
1332	530	Willow Grove	X	
1330	536	N. Brunswick		Store is waiting for new PM Carton Fixture. Pack fixtures reset.
1330	538	E. Brunswick	X	
1334	539	Deptford	X	
1334	540	Cherry Hill	X	
1332	543	Fairless Hills	X	
1334	546	Church Road		Wrong planogram
1332	547	Bristol	X	
1334	549	Turnersville	X	Store will be closing
1334	551	Lawnside	X	
1334	554	Philadelphia	X	
1334	555	Hamilton	X	
1326	558	Brookhaven	X	
1332	560	Warminster	X	
1332	561	Broomall	X	

Source: https://www.industrydocuments.ucsf.edu/docs/mfxy0000

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1332	563	Bensalem		Wrong planogram, missing sections of fixture- only PM OPM
1332	568	Upper Darby		PM has not shipped new fixtures to store
1326	569	Glen Olden	X	
1330	572	Eatontown		Wrong planogram
1330	580	Avenel	X	
1330	581	Old Bridge		Wrong planogram
1334	582	Toms River	X	
1326	586	Wilmington		To be completed, end of April
1326	586	Wilmington	X	
1334	588	Voorhees	X	
1326	589	Wilmington		New fixtures to arrive in April
1326	590	Newark		To be completed on 3/17.
1334	591	Camden		Old in line (front end) carton fixture. Wraparound UPM.
1326	593	New Castle	X	
1334	595	Millville	X	
1223	604	Port Jefferson		Wrong planogram
1223	618	Levittown		Wrong planogram
1229	622	Farrington	X	
1229	626	Altantic Ave		Wrong Planogram
1223	630	Coram		Store closing
1223	633	Franklin Sq		Incorrect fixture (not in-line). Also has PM OPM.
1223	639	Islip		Wrong planogram
1223	644	W. Babylon		Wrong planogram
1221	648	Mt. Vernon	X	
1223	649	New Hyde Park		Wrong planogram
1223	663	Centereach	X	
1226	685	Staten Island		No PM Fixtures

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PATHMARK STORES

4X4X4 (5 SHELF)

PM ADV	PM ADV	PM ADV
PM	PM	PM
PM	PM	PM
PM	PM(7)NF(5)	RJR
LOR	RJR	RJR
LOR	BAT	BAT(3)RJR(9)
4 FT 12 ROWS	4 FT 12 ROWS	4 FT 12 ROWS

COMPANY	S O M %	TOTAL ROWS
RJR	25%	45
P M	50%	91
BAT	8%	15
LOR	13%	24
L&M	0%	0
NO FRILLS	4%	5
TOTALS	100%	180

RJ Reynolds Tobacco Company

Approved By :

Date :

Source: https://www.industrydocuments.ucsf.edu/docs/mfx0080

PLAN A PLAN - O - GRAM

STORE#S/648,622,112,178,189,536,512

SPECIFICATIONS

ROWS: 255 *FOR:* Pathmark
CAPACITY: 1,071 5X5X5 5 SHELF
DATE: Nov-96
AUTHORIZED BY: Ralph Hall POG#17 CHANGE EFF. 11/96

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	54.7	129	567	52.9%		
RJ. REYNOLDS	15.8	58	232	22%		
LORRILLARD	13.8	34	136	12.7%		
B&W	12.0	27	108	10.0%		
NO FRILLS	2.0	7	28	2.6%		
L&M	1.7	0	0	0.0%		
TOTAL		255	1,071			

4 6FT

PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH
PM 12 ROWS 4 HIGH
LOR 12 ROWS 4 HIGH
LOR 12 ROWS 4 HIGH

4 6FT

PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH
PM NO FRILLS 10 ROWS 7 ROWS 4 HIGH
RJR 12 ROWS 4 HIGH
B&W 12 ROWS 4 HIGH

4 6FT

PM 12 ROWS 5 HIGH
PM 12 ROWS 4 HIGH
RJR 12 ROWS 4 HIGH
RJR 12 ROWS 4 HIGH
B&W RJR 10 ROWS 7 ROWS 4 HIGH

BAT
12

51847 3859

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